

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"



Starting E. Phillips Oppenheim's New Serial

DOMINION LINOLEUM RUGS

for all your floors



Shown with Model No. 1007. Effective measurements in particular are shown in a separate column on p. 10.

A Delightful Living Room that Everyone Enjoys

There is something inviting about a Dominion Linoleum floor, with its rich warm colorings. For instance, in this setting, how attractively it blends with the furnishings and hangings. It adds a home atmosphere that is distinctly happy and satisfactory to all.

You can obtain such delightful effects in any room

through the use of Dominion Linoleum Rugs. Aside from their decorative beauty, they are stainproof, slip-proof and sanitary. Very little attention is required to keep them in excellent condition; just a occasional light mopping; that's all. They may also be waxed in just the same manner as hardwood floors.

Get more details in either our Dominion Linoleum Rugs and Domestic Linoleum Floor Rugs which are readily obtainable, and our Dominion Linoleum Rugs and Domestic Linoleum Floor Rugs which are readily obtainable, and our Dominion Linoleum Rugs and Domestic Linoleum Floor Rugs which are readily obtainable.

International Motor Trucks are produced in Canada by the International Harvester Corporation, which provides superior quality of such much needed trucks and motor vehicles for the Canadian market.



An Unequaled Line of Heavy-Duty Motor Trucks

Some Canadian Users of Internationals

Imperial Oil Limited

Edmonton, Ontario. A fleet of Internationals with nearly 200 cars in service.

Bell Telephone Company

Edmonton, Ontario. One of the Internationals with special equipment.

Canadian National Express Company

Montreal, P. Q. Purchased 10 Internationals within the last year.

British-American Oil Company

Edmonton, Ontario. One of the Internationals with special equipment.

Dominion Express Company

Edmonton, Ontario. One of the Internationals with special equipment.

The greatest all-around motor truck values on the market—a statement that International Motor Trucks themselves have proved and will continue to prove as they go on through many years of satisfactory service. They offer a combination of mechanical features and service supervision that puts heavy hauling on a strictly low-cost basis. Every man interested in motor truck transportation should write to us for complete information.

for COMMERCIAL HAULING

A complete line of heavy-duty chassis in sizes ranging from 1,000 to 10,000-lb. maximum capacity. Absorb 2,000-lb. Special Truck (Made in Canada). Cabs and bodies are built in the International Special Truck factory at Chatham, Ont. Express bodies, stake bodies, panel bodies, dump bodies (welderbody boxes), grain bodies, and special bodies for any purpose.

for MUNICIPAL WORK

Fire trucks; garbage trucks; dump trucks; ambulances, pallanetrols; gas, water, and street maintenance trucks; meter trucks; street cleaners; special wreck and hoist equipment, etc. (Equipment made in Canada.)

for PASSENGER TRANSPORTATION

Regular and special Made in Canada bus bodies can be furnished in any required passenger capacity. Complete information and specifications furnished on request.

INTERNATIONAL HARVESTER COMPANY

HAMILTON, CANADA

International

Motor Trucks — for Low-Cost Hauling

On the Past
From Gold Seal
CongoLeum Art-Rugs

"I'll never
go back to woven rugs"

A great many women feel just that way. After once using Gold Seal CongoLeum Art-Rugs they never again expect bare floors with dust collecting, uneven, rags and carpets. Count up the advantages of CongoLeum Rugs and you'll see why.

First... The pattern is resolution of artistic beauty and rich harmonious colours.

Second... Dye and applied finishes cannot penetrate their smooth, unpolished, seamless surface.

Third... All the showing they ever need is soap, light mopping—and it's done in a jiffy.

Fourth... They lay the floor without featuring of any kind—noise and up at the edges or corners.

Fifth... They are wonderfully durable and cost much less than woven floor coverings.

Let us be least Gold Seal CongoLeum Art-Rugs are unconditionally guaranteed to give absolute satisfaction. However, to properly appreciate these practical rugs use that Gold Seal CongoLeum Art-Rugs leave the most popular floor-covering everywhere. Ask your dealer to show you the many artistic patterns you must actually see: there to realize how beautiful they are.

20 yrs.
in the field
Master Floor for
Modern Homes—solid
Resilient all the weather and
time in full view

Friends of Gold Seal
that is used on any
paved, Gold Seal
CongoLeum Art-Rug

**GOLD SEAL
CONGOLEUM
GUARANTEED**
LUXURIOUS CARPETS
ON ROLL

20 yrs.
in the field
Master Floor for
Modern Homes—solid
Resilient all the weather and
time in full view

Popular House Sizes—Low Prices

9x3	\$4.50	9x7	\$11.25	9x12	\$18.00
9x4 1/2	6.25	9x9	9.15	9x13 1/2	20.25
9x6	9.00	9x10	15.75	9x15	22.50

Price includes delivery and installation. For more information, contact your local dealer.

CONGOLEUM COMPANY OF CANADA, LIMITED
Factory and Office: 1270 St. Patrick Street, Montreal, Quebec

**Gold Seal
CONGOLEUM
ART-RUGS**

Made in Canada — By Canadians — for Canadians

FINANCIAL QUERIES

Question—Would you please tell me the price of the 1982 Annual Report of the Canadian Bankers' Association?

Answer—The 1982 Annual Report of the Canadian Bankers' Association is available for \$10.00 per copy. It is available in both English and French. The report is available in both English and French. The report is available in both English and French.

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**Always a FRESH
Esterbrook**

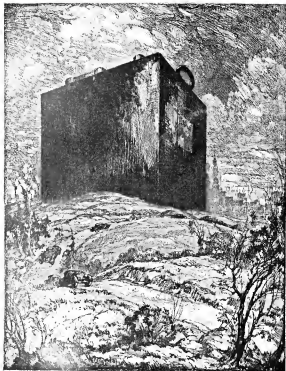
**"GUTTA PERCHA"
CORD TIRES**

The Perfected Product of Experience

From the earliest days of rubber tires, "Gutta Percha" have led the way, step by step, improvement by improvement, always maintaining a place at the top for superior material, excellence of workmanship and a proven record of endurance.

"Quality All Through"

Gutta Percha & Rubber, Limited
Head Office and Factories, Toronto
Branches: Everywhere



EXIDE PRICES are from \$14.00 up, according to size and geographical location. There is no Exide made for every car.

The best service battery of your choice can supply you with an Exide.

There is Exide Exide battery in your neighborhood. It is the only one that is different in quality in the industry of everyone.

EXIDE BATTERIES OF CANADA, LIMITED

135 Dundas Street, Toronto

Western Exide Office
400 Broadway Street, Winnipeg, Man.

Be ready with one question

THE one sensible question to ask when you have to buy a new battery is, "What will it cost me?" Not "What's the price?" but "what will it cost me?"

The cost of your battery before you get through with it—or, before it gets through with you—depends on three things: (1) The price. (2) How long it lasts. (3) What you have to pay for repairs to keep it on the job.

Even in the years when Exide sold at a higher price, it was recognized by experienced drivers as the most economical, because of its very long service and its freedom from repairs.

Now, with the price as low as others and the quality as high as ever, an Exide Battery is an economy that no automobile owner can afford to ignore.

Exide

THE LONG-LIFE BATTERY FOR YOUR CAR

MACLEAN'S MAGAZINE TRAVEL SECTION

A fast sea service FROM New York to California VIA CUBA AND PANAMA CANAL

There's nothing that transoceanic lines — the Canadian Pacific, the United States Lines, the American Lines — have been equipped to do better than the Panama Pacific Line.

They are equipped with every conceivable device to insure comfort and speed. They are equipped with every conceivable device to insure speed and comfort. They are equipped with every conceivable device to insure speed and comfort.

Call for a copy of the brochure, or write to the Panama Pacific Line, 100 West Street, New York 10, N.Y. or to the Canadian Pacific, 100 West Street, New York 10, N.Y.

PANAMA PACIFIC LINE
OF GIANT OCEAN STEAMERS

THE CANADIAN PACIFIC
OF GIANT OCEAN STEAMERS

Europe
Use the Steam
St. Lawrence Route

White Star Dominion Line

SAVED 1500' 600'

Hotel Tuller

EUROPE

Frank Tourist Co.

Hotel Tuller
DOWNTOWN

100 Rooms 100 Bathrooms

It was generally considered that the Panama Canal would be a fast sea service from New York to California via Cuba and the Panama Canal.

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THE BRITISH EMPIRE EXHIBITION

Go the Canadian Pacific way

Sailings every few days to Europe—thirteen Canadian Pacific Steamships, including the magnificent "EMPRESSES," the largest and fastest steamships giving express service regularly from a Canadian port.

And Canadian Pacific efficiency and service to make your trip abroad thoroughly enjoyable.

Ask any Agent of the

Canadian Pacific

CANADIAN PACIFIC

"Save the surface and you save all!"

The GRAND STAIRCASE

Of course Dad's proud of his handiwork, and mother is proud of the finished appearance of the front hall, and pink and peachy were all that you necessary to keep the stairway fresh and new.

But that is not the big thing after all. The real reason for that added beauty and protection lies in the influence on the children's minds. Beauty and order in the home are an exponent to the full development of the growing, impressionable child as any school teacher knows.

A beautiful and well ordered home will subconsciously pass through all our after them tradition of color-matched joy.

And the home that is regularly painted and varnished never seems to grow old.

you? I say I could tell you and you could tell me. The answer is, "No, I can't." I say I could tell you and you could tell me. The answer is, "No, I can't." I say I could tell you and you could tell me. The answer is, "No, I can't."

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Science proves the danger of bleeding gums

Forhan's GUM CREAM

FOR THE GUMS

It's a fact that bleeding gums are a danger to your health. Science proves the danger of bleeding gums. Forhan's Gum Cream is the only remedy that will stop the bleeding and cure the inflammation.

What's that you say? You're saying that you can't tell me. I say I could tell you and you could tell me. The answer is, "No, I can't." I say I could tell you and you could tell me. The answer is, "No, I can't."

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Free to Churches Sunday Schools and C.S.E.T. Groups

Ventor Safety Cycles

These safety bicycles are a wonderful addition to any church or Sunday school. They are sturdy, reliable, and easy to ride. Write for more information.

Paint & Varnish

DAVE THE HOUSE PAINTER
1212 1/2 Broadway, New York

A reputation for excellence in painting and varnishing.

GREENE

It's a fact that bleeding gums are a danger to your health. Science proves the danger of bleeding gums. Forhan's Gum Cream is the only remedy that will stop the bleeding and cure the inflammation.

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What's Best for a Bad Stomach?

BI-SURATED MAGNESIA

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"I'm Going to Make More Money!"

Write for more information.

Hallam's mail order catalog

Full of European and Money Savers

Men

Class Accessories, Fishing Tackle, Animal Traps, Outdoor Clothing, etc.

Ladies

Evening Gowns, Fur, for Spring, Evening Dresses, Summer Skirts, etc.

Hallam's

BI-SURATED MAGNESIA

It's a fact that bleeding gums are a danger to your health. Science proves the danger of bleeding gums. Forhan's Gum Cream is the only remedy that will stop the bleeding and cure the inflammation.

A Perfect Looking Nose

Caution to You

Do not let your nose be a source of embarrassment. Use the perfect looking nose cream.

The Rum Pakkers

Consistent from page 41

page 41

page 41

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A Souvenir for Colgate Friends

"I never imagined Colgate made so many things!" exclaimed a girl as she saw this list of Colgate products. "Why, they make toilet articles for everyone in the family—even the baby!"

List for Checking Colgate Articles in Your Home

COLGATE & CO. Limited,
Gift Dept., M., 72 St. Ambré St., Montreal

Ours is a Colgate Household. We use regularly several Colgate articles which I have marked (✓) below. I enclose the stamps to help defray cost of packing and mailing my Beauty Box.

- | | |
|----------------------------|-----------------------------|
| 11 Ribbon Dental Cream | 11 Rapid Shave Cream or |
| 11 Cashmere Barquet Soap | Rapid Shave Powder |
| 11 De-Tanor or Pushover | 11 "Hardy Grip" (Raffi) |
| 11 Colgate's Dental Powder | Sticks |
| 11 Cashmere Barquet Toilet | 11 Colgate's Bandoline or |
| Water | Brilliantine |
| 11 Le Franchise Face Water | 11 Compact Face Powder or |
| 11 Florent Toilet Water | Compact Cream |
| 11 Florent or Cha Ming | 11 Extract Vials |
| Toile | 11 Charmant Cold Cream |
| 11 L'Esprit Imperial Water | 11 Thonast Face Powder |
| 11 "Hardy Grip" Shaving | 11 Baby Toile Cashmere Bou- |
| Stick | quet, Violet |

Name

Street or R.D.

Town Province

THE attractive Beauty Box illustrated above is for our friends—for all who use three or more Colgate articles. It is Colgate's friendship souvenir—a lovely assortment of dainty things to please you.

The Colgate Beauty Box is ideal to slip into your bag for the week-end trip. Or, in your guest room, it affords a thoughtful finishing touch.

The Beauty Box is not sold at stores. It is sent direct from Colgate's to Colgate households—to all who check and send in the coupon. Each Beauty Box contains a generous sample of four delightful Colgate toilet articles:

COLGATE'S RIBBON DENTAL
CREAM—the right denti-
fice for smiling teeth.

COLGATE'S CHARMIS COLD
CREAM—freshly fragrant.

COLGATE'S CASHMERE
BOUQUET SOAP—as sweet
as a bride's bouquet.

COLGATE'S FLORENT TOILET
WATER—a dainty vial—
the mystic perfume of
"Flowers of the Orient"

Into Colgate articles go rare essences, charm-giving compounds and alluring fragrances from far-off Eastern gardens.

Be sure to check on the coupon the Colgate articles you use. Only by so doing and enclosing ten cents to help cover packing costs, can you secure the box. Write your name and address plainly so your Beauty Box can be sent without delay.

COLGATE & CO., LIMITED

Office and manufacturing, 72 St. Ambré St., Montreal, Canada

W. G. M. SHEPHERD, Sole Selling Agent

Montreal, Canada

Tooth is advertising English Beauty in Manufacture